

Message Text

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ACTION EUR-25

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FM AMEMBASSY ATHENS

TO SECSTATE WASHDC 3364

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INFO AMCONSUL THESSALONIKI

UNCLAS ATHENS 2844

E.O. 11652: N/A

TAGS: BEXP, GR

SUBJ: COMMERCIAL PRESENCE FAIR - THESSALONIKI

INTERNATIONAL FAIR (TIF)

REF: (A) USDOC 6991; (B) STATE 072667; (C) ATHENS 0902;

(D) ATHENS 8964 (12/21/73)

1. NEWS OF DOLS: 20,500 ALLOCATION FOR TIF (REF A) RECEIVED WITH GREAT APPRECIATION. IT GOES LONG WAY TOWARD RELIEVING USA PAVILION OF COST AND OTHER PRESSURES CITED REF (C) AND (D).

2. SINCE RECEIVING REF B, EMBASSY AND AMERICAN-HELLENIC CHAMBER OF COMMERCE HAVE CONDUCTED DETAILED REASSESSMENT OF EXPECTED BUDGETARY REQUIREMENTS IN LIGHT OF OUR LATEST INFORMATION ON RECRUITING EXPECTATIONS AND PROBABLE COSTS: EXPENDITURE

(A) RENTAL FROM TIF OF 870 SQ. M. AT 600 DRACHMA PER SQ. M. LESS 20 PERCENT NATIONAL PAVILION DISCOUNT 417,600 DRX

(B) CONSTRUCTION OF 38 3X3 M. BOOTHS, ENTRANCE, OFFICES, RECEPTION BOOTH, PROJECTION ROOM, ETC.... 412,886 MOUNTING, DISMANTLING OF USIA EXHIBIT ... 150,000

SUB TOTAL 1,077,914 DRX

10 PERCENT CONTINGENCY ALLOWANCE..... 107,791

TOTAL 1,185,705

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(C) GENERAL ADMINISTRATIVE EXPENSES, INCLUDING

SALARIES, TAXES, SOCIAL SECURITY, CLEANING,
GUARDING, AMERICA DAY RECEPTION, ETC... 658,455 DRX
10 PERCENT CONTINGENCY ALLOWANCE.... 65,846

TOTAL 724,301

GRAND TOTAL (A, B & C) 2,327,606 DRX

REVENUE

(A) RENTAL OF 34 BOOTHS AT 39,000 DRX PER BOOTH.... 1,326,000
RENTAL OF 4 CORNER BOOTHS AT HALF-PRECE 19,500 DRX EA... 78,000

TOTAL 1,404,000

(B) DOLS 20,500 COMMERCIAL PRESENCE FAIR FUNDS ... 615,000

(C) USIS ATHENS CONTRIBUTION OT COST OF MOUNTING

USIA EXHIBIT 45,000

GRAND TOTAL (A, B & C) 2,064,000

3. FROM FIGURES PARA 2, IT EVIDENT USA PAVILION FACING
DEFICIT OF 263,606 DRACHMAS OR DOLS 8787. WHILE ALLOCATION
PLUS SUPPLEMENT REQUESTED FROM COMMERCIAL PRESENCE FUNDS
(DOLS 20,500 PLUS DOLS 8787) NOW AMOUNTS TO DOLS 29,287, IT IS
CONSIDERABLY LESS THAN DOLS 35,000 ORIGINALLY PROJECTED.
WE DO NOT BELIEVE WE CAN SAFELY CUT BUDGET FURTHER, EITHER
FROM POINT OF VIEW OF BUDGETARY SOLVENCY OR PAVILION
AESTHETICS. AT SAME TIME, WE HAVE ALREADY INCREASED
PRICE TO EXHIBITORS BY 30 PERCENT OVER LAST YEAR. IN
THESE CIRCUMSTANCES, WOULD IT BE FEASIBLE TO
INCREASE COMMERCIAL PRESENCE FAIR FUNDS AN
ADDITIONAL DOLS 8787.

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